

Using Twitter for Situational Awareness

By Tim Brice
National Weather Service
WFO El Paso
January 6, 2011

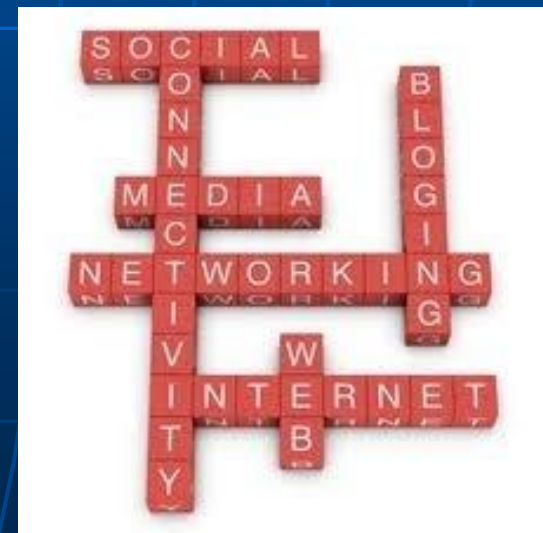


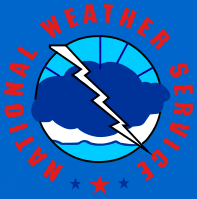
What is Social Media

Put simply it is media for social interaction

Or perhaps better defined as:

Social media refers to online services that allow people to publicly create, share, and discuss information

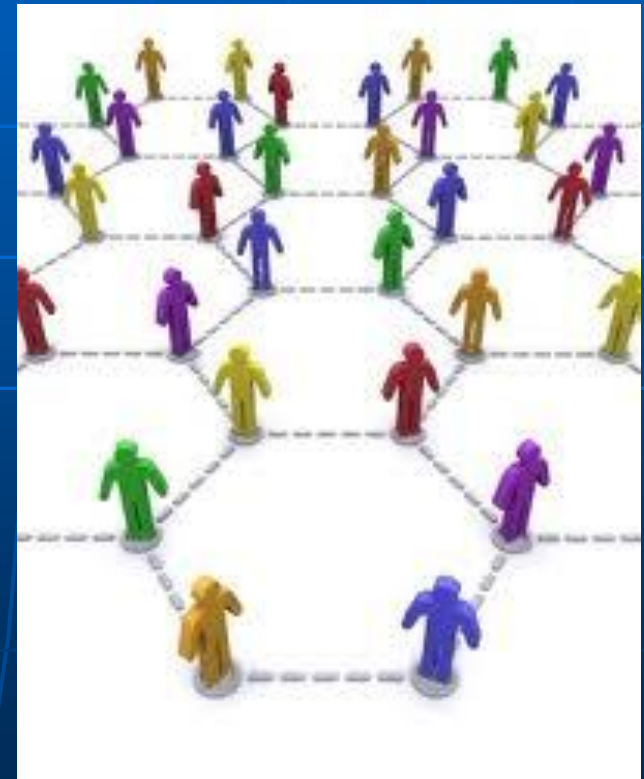




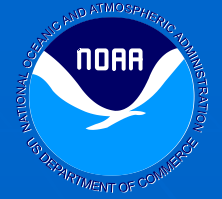
What is Social Media

Social media services include, but are not limited to:

- Blogs
- Social networks
- Location-based social networks
- Wikis
- Video, music and photo sharing
- Microblogging services
- Business Reviews
- Social bookmarking services



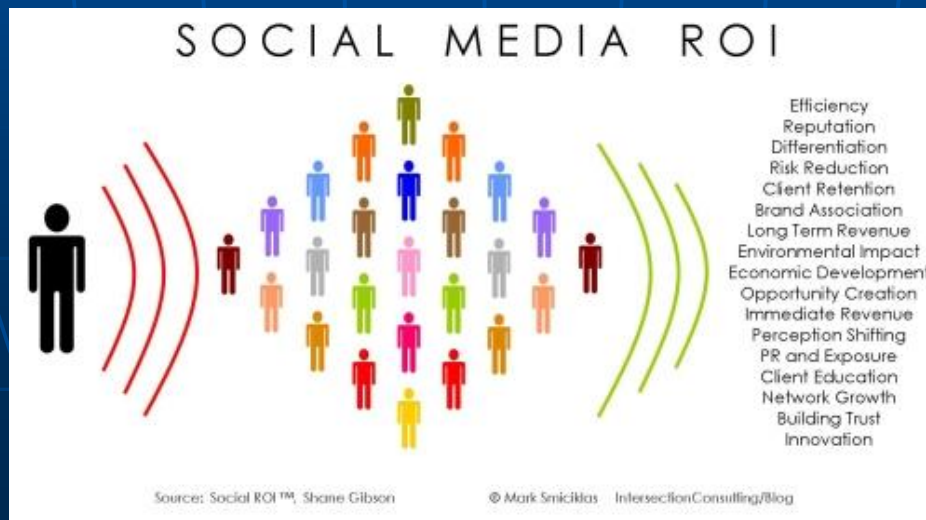


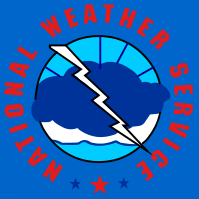


Why is Social Media Important

Social media is becoming many people's primary source of news, opinion, and entertainment

- **Social media is now ubiquitous** -- widespread blogging, social networks, video sharing sites, and opportunities to comment on and rate online content
- **Power of personal connections** -- Research shows people are more compelled to act on information that's transmitted through personal ties
- **Relevancy for government** -- We can use social media to share timely government information with the people who need it

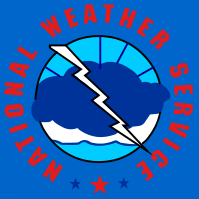




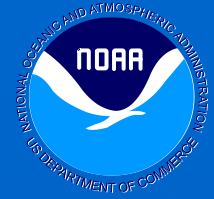
How many people???

- Foursquare – 5+ million users
- Yelp – 38+ million users
- Myspace – 66 million users
- LinkedIn – 85 million users
- Twitter – 190+ million users
- Facebook – 500+ million users



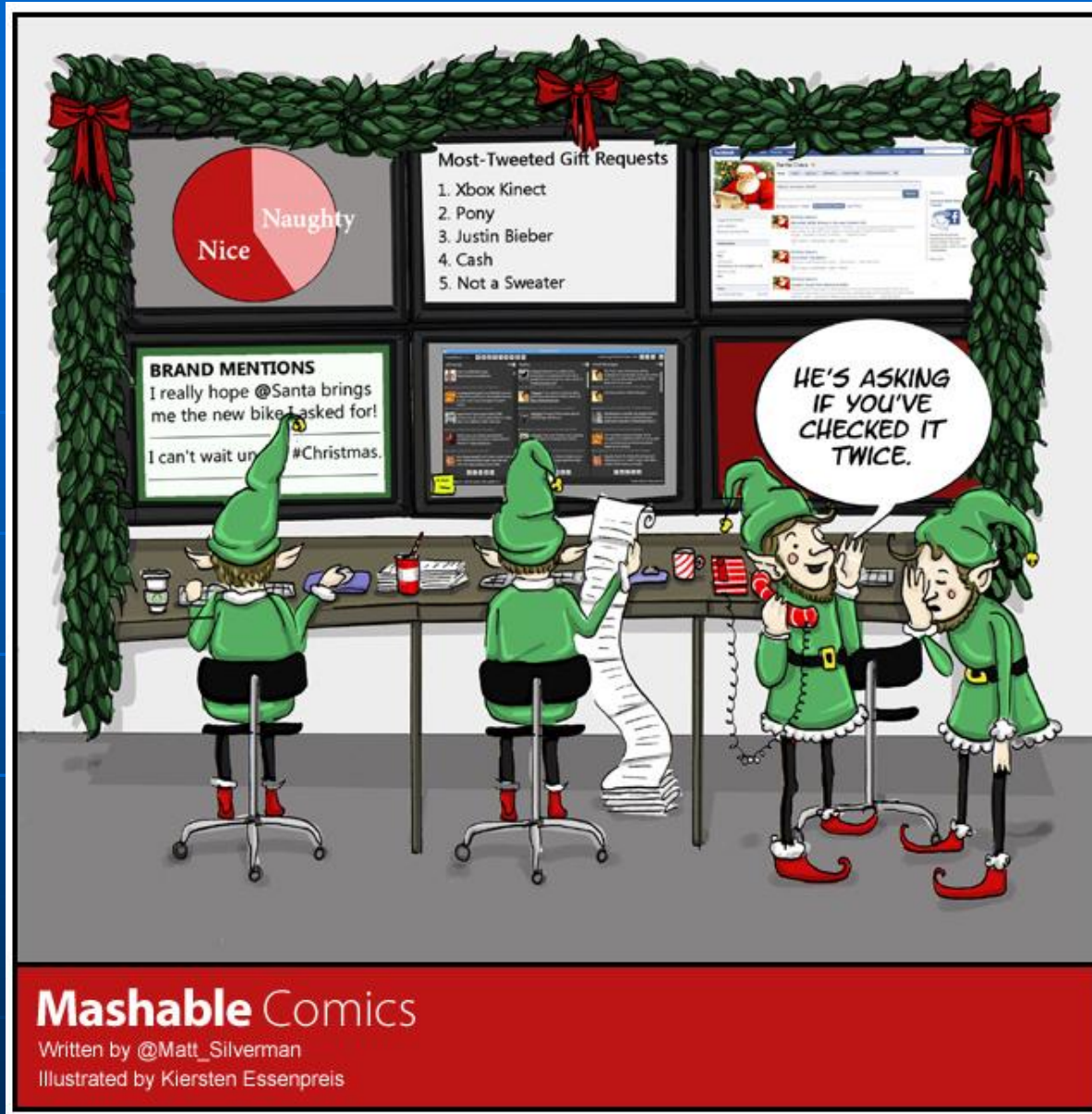


Why should the NWS monitor social media¹

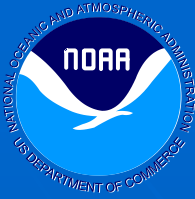


- Maintain situational awareness (more coming on this)
- Message awareness and control
- Rumor control
- Helps to put a “friendly” face on our agency

¹ Blog entry from <http://idisaster.wordpress.com/>



Future of the National Weather Service???



What is Twitter?

According to **Twitter**, Twitter is:

"without a doubt the best way to share and discover what is happening right now."



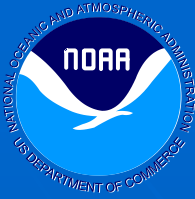
Perhaps a less biased description of Twitter would:

"**Twitter** is a free social networking and microblogging service that enables its users to send and read messages known as *tweets*." - **Wikipedia**



The advantages of Twitter

- Large user database
 - 190+ million users around the world.
 - 30+ million users in the U.S.
- Rich flexible Application Programming Interface (API)
- Easy to post tweets from various platforms
- Easy to retrieve and process tweets



What is a Tweet?

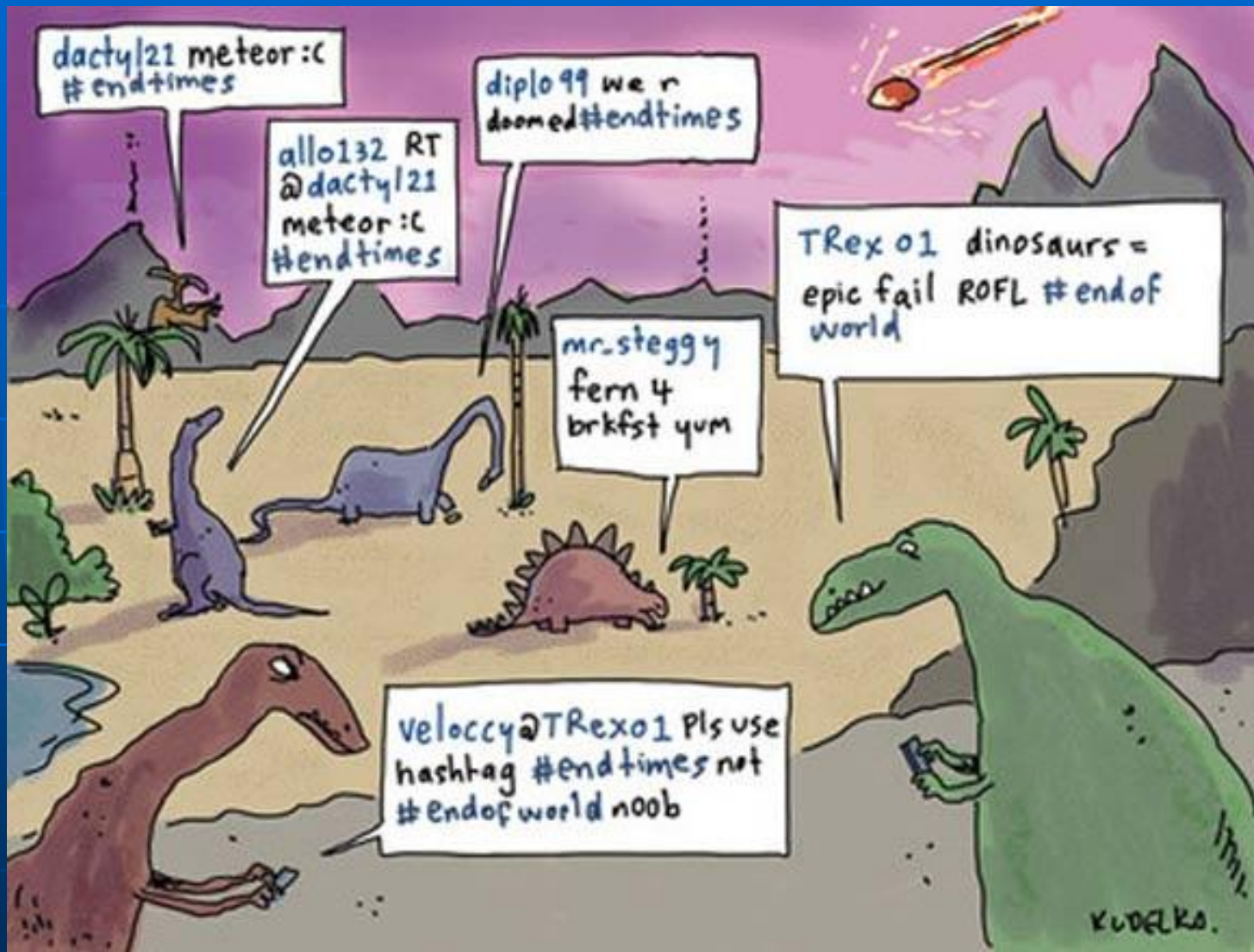
It is a 140 character (or less) message that a user (tweeter) sends out that is posted on their Twitter home page and also sent to the tweeter's subscribers called followers?

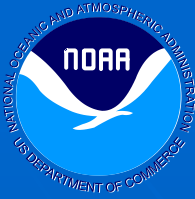
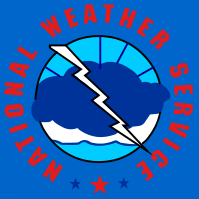
Tweets can include:

- A simple text message
- Links to a picture
- Links to a web page

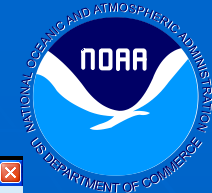


If the dinosaurs had Twitter





Using Twitter searches for situational awareness



Advance Twitter Search

Advanced Twitter Search - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://search.twitter.com/advanced

Most Visited

HootSuite tm BBC News - Snow ... BBC News - Snow ... National Weather ... NOAA's National ... http://my...Twitter/ Facebook Gmail - Inbox - tim... Google Calendar Foursquare :: Tim ... Google News Advanced T...

twitter Search Advanced Search

Advanced Search

Use this form to automatically construct your query. (Alternatively, you can type [search operators](#) directly into the search box.)

Find tweets based on... Search

Words

All of these words

This exact phrase

Any of these words

None of these words

This hashtag

Written in (persistent)

People

From this person

To this person

Referencing this person

Places

Near this place

Within this distance miles ☐ kilometers

Dates

Since this date

Until this date

Attitudes

With positive attitude :) ☐

With negative attitude :(☐

Asking a question ? ☐

Other

Containing links ☐

Include retweets ☐

Results per page (persistent)

Search

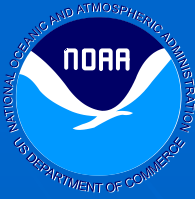
[Twitter Home](#) · [About Twitter Search](#) · [API](#) · [Jobs](#) · [Install Search Plugin](#)

© 2011 Twitter, Inc.

<http://search.twitter.com/advanced>



Advance Twitter Search



Advantages:

- No Twitter account needed
- It does do geo-location (not automatically though)
- Good control over what you are searching for

Disadvantages:

- Only one search at a time
- Does not auto update automatically

<http://search.twitter.com/advanced>

fog OR visibility OR accident - Google Search - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.google.com/search?q=fog+OR+visibility+OR+accident&hl=en&bs=mb1%3A1%2Ccloc%3Ac%2Cd_loc%3ASan+Antonio_2TX#q=fog+OR+visibility+OR+accident&hl=en&bs=mb1:1,mb1_hs:129: hootsuet change password

Most Visited

HootSuite Monarch But... Crisis Mapped... Monitoring S... NOAA's Nati... http://...tter/ Facebook Gmail - Inbo... Google Cale... Google Docs... Foursquare :... About Fours... fulltext:pdf (... NOAA's Nati... fog OR ...

Web Images Videos Maps News Shopping Gmail more ▼

timbrice17@gmail.com | Web History | Settings ▼ | Sign out

Google

fog OR visibility OR accident

Search

Advanced search

Everything

Images

Videos

News

Shopping

Realtime

More

Anywhere

Nearby

Custom Location

San Antonio, TX

ex: Boulder, CO


Search

All updates

Updates with images

Reset tools

San Antonio, TX




CocoNizzle

ehhhhhh, I hate when I get in these moods. Gonna go sit out in the fog think & smoke a cigg.

Twitter - Jan 5, 2011 1:37:05 AM -

The Alamo, Alamo Plaza, San Antonio, TX 78205, USA



ksatweather

Dense Fog Advisory has been issued for most of South Central Texas including San Antonio until 9am. This will affect AM commute.

Twitter - Jan 4, 2011 11:56:54 PM -

San Antonio, TX, USA




SanAntonioTX

dense fog advisory in effect through 9 am cst for south central texas and the hill country... gulf moisture has oversprea...

http://www.weather.gov/alerts-beta/wwwacagget.php?x...

Twitter - Jan 4, 2011 11:54:05 PM -

Main/Military Plaza, San Antonio, TX, USA



Alphabet84

This fog makes empty streets look awesome

Twitter - Jan 4, 2011 11:18:40 PM -

San Antonio, TX, USA



LaserFocusCoach

The next step: Coming out of the fog.

The next step: Coming out of the fog. - networkedblogs.com

Twitter - Jan 4, 2011 6:15:10 AM -

San Antonio, TX, USA



sanantonionews1

Late-night fog & drizzle

Forecast: Late-night fog & drizzle | The San Antonio News.Net - thesanantonionews.net

Twitter - Jan 4, 2011 3:17:04 AM -

San Antonio, TX, USA




News4WOAI

Forecast: Late-night fog & drizzle: Sun to return later in the week

Forecast: Late-night fog & drizzle | WOAI.COM: San Antonio News - woai.com

Twitter - Jan 3, 2011 9:28:27 PM -

San Antonio, TX, USA




ksatnews

KSAT.com: 1 Dead, 1 Jailed In Hunting Accident

1 Dead, 1 Jailed In Hunting Accident - San Antonio & Texas News ... - ksat.com

Twitter - Jan 3, 2011 8:25:46 AM -

San Antonio, TX, USA



kathypop

Relevance Of Link Building To Give Your Business World Visibility

Relevance Of Link Building To Give Your Business World Visibility - networkedblogs.com

Twitter - Jan 3, 2011 4:06:07 AM -

San Antonio, TX, USA



EvaRuth

sounds like westbound 1604 near Braun is quite backed up. beware. RT @oneseven3 accident on 1604

Eli Tarin's photos - accident on 1604 @EvaRuth @jorgeez ... - plixi.com

Twitter - Jan 2, 2011 12:08:09 PM -

San Antonio, TX, USA

All results on this page provided by

twitter

Stay up to date on these results:

Create an email alert for fog OR visibility OR accident

Search Help

Give us feedback

Google Home

Advertising Programs

Business Solutions

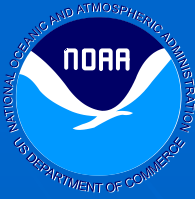
Privacy

Feedback

http://www.google.com/realtime



Google Realtime



Advantages:

- No Twitter account needed
- Can provide a nice graphic of the number of tweets
- It does do geo-location (not automatically though)
- Good control over what you are searching for

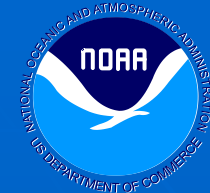
Disadvantages:

- Only one search at a time
- Does not auto update automatically

<http://www.google.com/realtime>



AWIPS Twitter Monitor



File Edit Options Version Tools Scripts Products Help

AFOS Browser Load History WMO Search Enter Editor ☐ Accum ☐ Update Obs Clear

AFOS Cmd: WMO TTAai CCCC: AWIPS ID:

TWITTER ALERT - Mon Jan 3 19:45:03 2011

Something of interest may be happening out there.

<http://webpokane.geg.noaa.gov/otx.rss>

#####

KLEWActionNews: Right now at <http://www.klewtv.com/> - megaload mover
appeals citations by OR OSHA and dam work shuts down barge traffic in
the Valley.
Mon, 03 Jan 2011 19:46:30 -1 Minutes Ago
<http://twitter.com/KLEWActionNews/statuses/22015966745468928>

#####

wsdot_passes: Snoqualmie: Clear skies with areas of blowing snow -
Bare with snow & ice in places <http://bit.ly/17B8nc>
Mon, 03 Jan 2011 19:30:05 15 Minutes Ago
http://twitter.com/wsdot_passes/statuses/22011834823352320

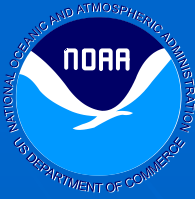
#####

wsdot_passes: Stevens: Scattered clouds - Bare with snow & ice in
places <http://bit.ly/2jnkDV>
Mon, 03 Jan 2011 19:30:04 15 Minutes Ago
http://twitter.com/wsdot_passes/statuses/22011831799259137

<http://bit.ly/iharJY>



AWIPS Twitter Monitor



Advantages:

- Easy to set-up and install
- Limited number of returned tweets
- Available on AWIPS display
- You can customize what you search for
- Can search for words or users

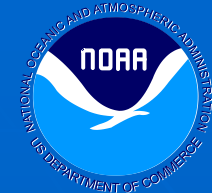
Disadvantages:


- Twitter account required
- Too many tweets can get annoying
- Limited number of returned tweets may miss some tweets

<http://bit.ly/iharJY>



LAN Twitter Monitor





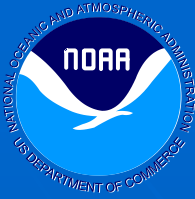
National Weather Service
Albuquerque
[Forecast Office]

[ABQ Office Home](#) | [NWS Albuquerque Public Homepage](#) | [SRH Homepage](#) | [Logout](#)

Public Phone Numbers	Quick Links	NWSFO Items
ABQ Public Line	-ABQ Spot Monitoring Page	-Temp/Precip Obs Map
ABQ Fax	-Collab Conv Forecast Prod(CCFP)	-Situational Awareness Map
ABQ Media	-E-Learning	-Outreach Database
Spotter Hotline	-SDM Outage Reporting	-AWOC Training
MAF Public Line	-SRH Web Outage Reporting	-DLOC Training
ELP Public Line	-General SR Outage Procedures	-Bldg Maintenance
CWSU ZAB	-EMRS Login(IE only)	-Weekly Crop Weather Report
	-USOS Login(IE only)	-City Net Map
	-NOAA Accident Report	-Photo Album
	-SR Sharepoint	-ABQ Distance Calculator
	-WFO CCTV Applet	-Daily Summary
	-Safety Videos	-Bulletin Board
		-Electronic Shift Log
	-NWSChat SDM	
NOAA Communications	692x738	- CMS Instructions
	Local Graphicast Page	- CMS Page
	Graphicast Archive	
Airport Security	Twitter Reports	
Non Emergency:	Cedar Crest exit. VERY icy. #nmwx #NMStorm (Thu Dec 30 18:59:15 +0000 2010)	
Emergency:	melodyromancito: CUIDADO! Drive with Caution! RT @peakwx: I-40 EB at standstill just before Cedar Crest exit. VERY icy. #nmwx (Thu Dec 30 18:58:58 +0000 2010)	
Police, Fire, Rescue and Hospital Numbers	IanMSchwartz: RT @peakwx: I-40 EB at standstill just before Cedar Crest exit. VERY icy. #nmwx (Thu Dec 30 18:58:21 +0000 2010)	
Bomb Threat Report	peakwx: I-40 EB at standstill just before Cedar Crest exit. VERY icy. #nmwx (Thu Dec 30 18:58:02 +0000 2010)	
Homeland Security	IanMSchwartz: horrible driving conditions reported on hwy's around Silver City. #nmwx "zero" visibility. nmroads.com #nmwx http://yfrog.com/h2gcip (Thu Dec 30 18:55:21 +0000 2010)	
Federal Protective Svc		
NOAA Command Ctr		
Employee Accountability During Emergency Situations	fj77: RT @krqe: There are currently 11 closings and delays. Check out the list on our site: http://bit.ly/eXTrK5 #NMWX (Thu Dec 30 18:52:12 +0000 2010)	
Civil Emergency & Child Abduction Instructions	LosRanchosEM: RT @krqe: currently 11 closings and delays. Check out the list on our site: http://bit.ly/eXTrK5 #NMWX #NMStorm (Thu Dec 30 18:51:36 +0000 2010)	

NWSFO Albuquerque 2341 Clark Canyon Loop SE Albuquerque NM 87105 505 344 0150

<http://bit.ly/dF3mWR>



LAN Twitter Monitor

Advantages:

- Easy to install
- Shows up on the office's intranet page
- You can customize what you search for
- Can search for words or users

Disadvantages:

- Requires a valid Twitter account
- Does not do geo-location of tweets
- Too many tweets can scroll off the page
- Not archived

<http://bit.ly/dF3mWR>



GeoChirp



Tweets (7) - GeoChirp - Twitter Application | Twitter Mashup | Map Mashup | Geo Chirp Twitter Map Mash up | Google maps mashup - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.geochirp.com/

Most Visited Facebook

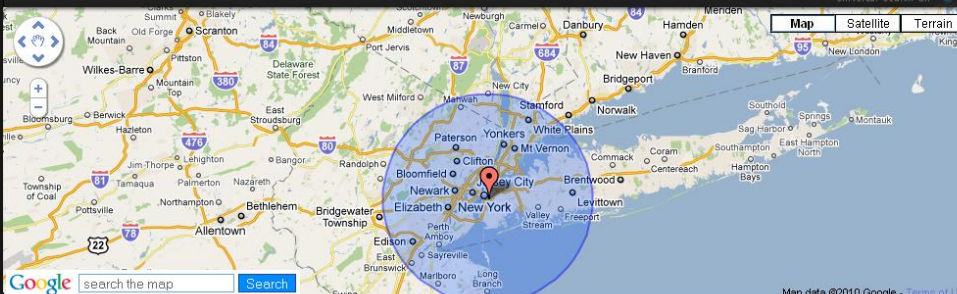
(66) Twitter ... NOAA's Nati... http://.../ter/ Facebook Gmail - Inbo... Google Cale... HootSuite Gold Coast ... foursquare ... popurlo... Gold Coast ... Real-time loc... OpenHeatM... GeoChirp - T... Tweet...

Get in Touch

Follow Us: f t BLOG ABOUT US MAP LOGIN

GEO CHIRP What is GeoChirp?

powered by cueblocks



blizzard

NUMBER OF TWEETS

5 10 15 20 25

SEARCH RADIUS (MILES)

1 10 20 30 40 50

REFRESH



stevencirillo: A blizzard comes tomorrow, but cocktails tonight. #afunnythinghappenedonthewaytoNYC @MarkSchulzNYC 5 minutes ago | Translate



cathybauer: Woah! Bundle up my neighbors! See ya in 7 RT @cnnbrk: Blizzard warning issued for New York City metro area. <http://ion.cnn.com/Futur> 4 minutes ago | Translate



jennilind: I'm missing another blizzard while in Florida. Seriously?! (Better be one later on. 5 minutes ago | Translate



bluevideo: Ugh... we're out of eggs, but nobody's selling! blizzard storm <http://bit.ly/43xv6> 4 minutes ago | Translate



jessnoica: There is a blizzard warning for the second straight year around Christmas in NYC and again I'm not home! #chew 5 minutes ago | Translate



samanthafosella: blizzard warning in NYC? Ugh 4 minutes ago | Translate



LindsayAliciaNY: RT @NotifyNYC: Blizzard Warning for NYC 12/26 6AM-12/27 6PM. Forecast calls for 11-16 inches of snow and strong winds. www.weather.gov/nyc 5 minutes ago | Translate



vevster: So. Now I have a blizzard coming my way. At least my car is in the lot and I have good stores near me. #stillsickbutbetter 4 minutes ago | Translate

Subscribe to this search

TRANSLATE MY TWEETS TO:

ENGLISH

TOP TWEEPLE IN YOUR AREA



IzakR
See Tweets (2)



UrbanElegancePR
See Tweets (1)



LeyLewStyle
See Tweets (1)



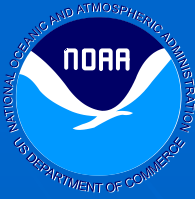
AKdaGOON
See Tweets (1)

Done

<http://www.geochirp.com/>



GeoChirp



Advantages:

- It does geo-location of tweets very nicely
- Can control what you are searching for
- Does not require twitter account

Disadvantages:

- Only one search at a time
- Does not update automatically

<http://www.geochirp.com/>



Geo Tweet Monitor



Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://mybrowncouch.com/codenoobs/examples/monitter/

Most Visited

HootSuite NOAA's National W... http://my...Twitter/ Facebook Gmail - Inbox - tim... Google Calendar foursquare :: Tim... About Foursquare NOAA's National W... http://m...nitter/

Base Layer

- ☒ Google Hybrid
- ☐ OpenLayers WMS

Overlays

- ☐ Grey Out
- ☒ Nexrad Radar 5min
- ☒ KML shops
- ☒ Markers

Results
101 (1 Mapped)

Chanel_MonetCLR
Jan 10, 2011 5:47PM
Imaol thats great RT @The_MikeSanford: ready for this snow baby. lol so #StLouis http://yfrog.com/h7zy3oi

MixedFeelings4U
Jan 10, 2011 5:41PM
@PrestineMGNT it was great had a snow storm no work n went out to ply lol

AceFrmSpace
Jan 10, 2011 5:41PM
Im relying on this snow and we dont have school tomar cause im really not trynna do this HW

EricCox
Jan 10, 2011 5:40PM
Laura loves the snow

Search

snow OR ice

Search Twitters

Clear Location

Radius (miles): 50

☐ Show only Georeferenced Results

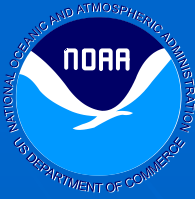
Get URL

Imagery ©2010, Map data ©2010 - Terms of Use

<http://mybrowncouch.com/codenoobs/examples/monitter>



Geo Tweet Monitor



Advantages:

- No Twitter account required
- One click geo-location built in
- Automatic updates
- Overlay the radar

Disadvantages:

- A work in progress
- Can be flaky at times
- May miss non geo-tagged Tweets

<http://mybrowncouch.com/codenoobs/examples/monitter>



Twitter Trends

Real-time local Twitter trends - Trendsmap - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://trendsmap.com/

Most Visited Facebook

HootSuite NOAA's Nat... http://...lter/ Facebook Gmail - Inbo... Google Cal... (460) Twitte... foursquare... popurfi@t... About Fours... goose creek... Real-t... OpenHeatM... GeoChirp...

Trendsmap

REAL-TIME LOCAL TWITTER TRENDS

Search for locations & current topics

thunder in New York

See more about New York or thunder

Rare Thundersnow Happening in Manhattan? Go...

Thundersnow

Thundersnow - Wikipedia, the free encyclopedia...

WTH?? Lightning and Thunder in middle of Snowstorm????

South Jersey | 9 minutes ago

RT @NY1weather: Weather update: Thunder lightning happening now in Chelsea. Thunder-snow is rare and the sign of a powerful system Blizzard warning continues New York City | 10 minutes ago

The day after Xmas= snow, purple sky, lightning & thunder, and snow covered doc martens. Very nizzzel X

nyc | 12 minutes ago

impressive lightning & thunder still going on in NYC blizzard. pretty from inside, but it's time to walk the pooch New York | 13 minutes ago

@randomdeanna Thunder snow? So that's what that was? Totally thought I heard thunder when I took my dogs out, but was confused by it New York | 13 minutes ago

Map data ©2010 Google - Terms of Use

Hot Topics from around the globe

Featured Cities from around the globe

<http://trendsmap.com/>



Twitter Trends

Advantages:

- Build in geo-located searches
- Automatic update
- Provides timeline graphs of trending tweets
- No Twitter account needed

Disadvantages:

- Only trends for large tweet populations (ie..big cities)
- Not sure of the update cycle (not very fast responding)
- Trending weather tweets can be covered up by other trending tweets

<http://trendsmap.com/>



Hootsuite



Hootsuite - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://hootsuite.com/dashboard

Most Visited Facebook

Hootsuite NOAA's National http://m...Twitter/ Facebook Gmail - Inbox - ti... Google Calendar foursquare :: Ti... ESPN: The Worl... bit.ly | Basic | a... NOAA's National... Attachment - E...

Compose message... Send Now Search Twitter...

timbrice17 (Twitter) x Twitter lists x Tim Brice (Facebook) x Tim Brice (foursquare) x

+ Add Stream

Home Feed (unread:17)

AndreaButera
9:38am via Web
RT @wchannell The EF3 #tornado in Sunset Hills, MO Friday was the first "3" rated tornado in the St. Louis metro since May 1, 1983. #nmwx

AndreaButera
9:38am via Web
TORNADO WATCH for parts of Alabama and Florida until 5PM CT (6PM ET)

gkasica
9:38am via UberTwitter
That didn't take long! RT @lmwz: Investigation Over.

HollywoodWhore
9:38am via Web
My psyche absolutely loves #numbers, especially those with patterns. - So 1-1-11 totally rocks in the luck department.

felicidaday
9:04am via Web
I wrote a blog entry on the five most important things I learned in 2010 <http://bit.ly/ellkw07> Retweeted by CheskaFath

OKCStormWatcher
9:38am via Twitter for BlackBerry®
Latest The EF3 tornado in Sunset Hills, MO Friday was the first "3" rated tornado in the St. Louis metro since May 1, 1983. Unreal!

ThunderPig
9:37am via txt
Not a coincidence

jimmyk97
9:36am via TweetDeck
Carlos Tevez couldn't hit the broad side of a red barn today. I wouldn't have 2011 begin any other way. :)

WeatherTalk_TV
9:36am via Web
RT @OKCStormWatcher wchannell: photos, video, perspective on the #NewYearsEve #tornado outbreak: <http://bit.ly/lMz0> #storm

AshDHart
9:36am via Paper.li
#EMCampNM is out! <http://bit.ly/LBmz6>

dea1075
9:26am via Jesusweeters
As a man thinks in his heart, so is he. Proverbs 23.7 #jesusweeters

weather geocode:32.44,-106.1
Search
9:35am via web
santafetraveler
Happy New Year from cold #Santa Fe. Hope the saying "start as you mean to go on" doesn't hold for weather!

bohoralradical32
9:18am via UberTwitter
RT @StaciStatic: My asthma has been clowning me for like 4 days. < This crazy weather...

Jordanburgard
9:13am via web
To start off the new year I ran a mile in 10 degree weather man I can't feel my legs noooooo!

Roseanne6652
9:09am via web
@MrNannyofNC Funniest Weather Prediction Ever! <http://tinyurl.com/2dxm9p8>

tatumweather
9:04am via Weather Display
Tatum, NM @ 09:00 AM: Temp:30F (H 30/L 14), Hum:28%, DewPt: 0F, Wind: W at 30 G 35.0 mph, Rain:0.00 in. #weather

fineAlbuquerque
8:50am via fineWeather
#WEATHER: 7:56 am M: 10.0F, Feels -1F, 30.14% Humidity, 6.9MPH West Wind.

fineElPaso
8:50am via fineWeather
#WEATHER: 7:51 am M: 27.0F, Feels F, 30.20% Humidity, 3.5MPH North Wind.

jfleck
8:48am via Twitterator
Cold day, warm year: my 2010 weather wrap from morning paper (w/ big thanks to NWS crew): <http://j.mp/lgb3KT> #nmwx

EugeneA100
8:45am via web
Also see Weight Loss Myth? You Gain More Weight in Cold Weather

Roseanne6652
8:34am via web
@nickcarr1: Funniest Weather Prediction Ever! <http://j.mp/gjMeef>

ElPasoTX
8:19am via Cities
current weather: partly sunny — 29°F — 46% humidity — wind 1mph NW — pressure 30.19in. <http://j.mp/cNrkTq>

centexwx
9:32am via Sandysoft Cumulus
01/01 10:32 Temp 52.2°F DP 20.9° Hum 29% Bar. 30.204 inHg Rising Rapidly, Wind NE @ 4 G 9 Rain 0.00", Fine weather #nmwx

cherylrofer
9:20am via TweetDeck
Warming up fast! 10 F (inaccurate thermometer) 7200 ft 0.5 mi N of Santa Fe Plaza. Mountains "very" white! #nmwx

centexwx
9:02am via Sandysoft Cumulus
01/01 10:02 Temp 51.3°F DP 19.1° Hum 28% Bar. 30.189 inHg Rising Rapidly, Wind NE @ 0 G 11 Rain 0.00", Fine weather #nmwx

msstormchaser
8:50am via Echofon
Coldest low this morning in the Panhandles — 2 at Bravo, Bootleg, and Hereford. See all the lows: <http://tinyurl.com/2cv2e5q> #nmwx #okwx

jfleck
8:48am via Twitterator
Cold day, warm year: my 2010 weather wrap from morning paper (w/ big thanks to NWS crew): <http://j.mp/lgb3KT> #nmwx

jfleck
8:40am via Twitterator
low temp of 10F (-12C) overnight at my house, #ABQ near UNM. #nmwx

centexwx
9:32am via Sandysoft Cumulus
01/01 09:32 Temp 48.9°F DP 19.5° Hum 31% Bar. 30.176 inHg Rising Rapidly, Wind NE @ 2 G 9 Rain 0.00", Fine weather #nmwx

TaosJohn
8:20am via TweetDeck
It's a lovely MINUS TEN right now in #Taos. Oocheewahhh, marmal Of course, the sun is shining. #nmwx

coranchweather
8:10am via HootSuite
#wxreport WW 39.34254, -104.95768 WW 12/30/2010, 4 inches new snow.

centexwx
9:02am via Sandysoft Cumulus
01/01 09:02 Temp 46.8°F DP 20.6° Hum 35% Bar. 30.165 inHg Rising Rapidly, Wind NE @ 0 G 7 Rain 0.00", Fine weather #nmwx

Djakadhytia
9:38am via Twitter for BlackBerry®
RT @renedzk 1-1-11 ! Oh how I love this combination of digit! It's been 4 years and 5 month we're belong together! All hail for our LOVE

AndreaButera
9:38am via web
TORNADO WATCH for parts of Alabama and Florida until 5PM CT (6PM ET)

localCentralca
9:38am via Fwix
Stone Corral school repairs from flood could top \$300k - http://fwix.com/a/54_89a7079ef

pfromc
9:38am via Mobile Web
6 killed in tornado outbreak in Midwest, South (AP) <http://tinyurl.com/2uw3gvt>

dontreeriddle
9:38am via web
"After the fire, before the flood. My sweet baby, I need fresh blood."

heytisbea
9:38am via web
The Flood's released tomorrow! Let's get another one of Cheryl's singles to #1 again Soldiers :)

ratgun
9:38am via twitterfeed
Cities evacuated as flooding spreads in Australia: A flood like that makes Manitoba's "Flood of the Century" (19... <http://bit.ly/EI7z0>

stardoor
9:38am via twitterfeed
Cities evacuated as flooding spreads in Australia: A flood like that makes Manitoba's "Flood of the Century" (19... <http://bit.ly/EI7z0>

straydart
9:38am via twitterfeed
Cities evacuated as flooding spreads in Australia: A flood like that makes Manitoba's "Flood of the Century" (19... <http://bit.ly/EI7z0>

whipslip
9:38am via twitterfeed
Cities evacuated as flooding spreads in Australia: A flood like that makes Manitoba's "Flood of the Century" (19... <http://bit.ly/EI7z0>

mentions (unread:17)

andrewjphelps
Dec 31, 2010, 11:38am via Web
End of 2010 Wx: #FF: @etwminio @KE5WLM @eakw @awmnia @timbrice17 @KE5WLM @xxbignothing @anMSchwartz

albwxexaminer
Dec 31, 2010, 9:31am via Web
#FF @NYSkBlog @BradNBCCT @TLitchHills @WxMedia @timbrice17 @SimsSnowboards @AlbanySaratoga @95TheRiver @ProjectLLC @fem.n.r /hSMQNI

LosRanchosEM
Dec 30, 2010, 7:50pm via TweetDeck
RT @timbrice17: Moderate to heavy snow falling in #elpaso streets becoming slushy. #wxreport #bwx

andrewjphelps
Dec 30, 2010, 5:59pm via Web
@timbrice17 Hey! You got some snow! Congrats! Show Conversation

mogollonarchy
Dec 30, 2010, 5:51pm via UberTwitter
@timbrice17 De nada Tim. Not too official though. Looks like it's snowing again in Pinos Altos, NM as well as down here in #silvercitynm Show Conversation

elwxnino
Dec 30, 2010, 5:05pm via TweetDeck
RT @timbrice17: Snowing on the westside of #elpaso. The desert looks a little white. #wxreport WW el paso, tx WW #bwx #nmwx

KESWLM
Dec 30, 2010, 5:04pm via TweetDeck
RT @timbrice17: Snowing on the westside of #elpaso. The desert looks a little white. #wxreport WW el paso, tx WW #bwx #nmwx

tour2chernobyl
Dec 30, 2010, 1:10pm via Web
@andrewjphelps @timbrice17 Check out tour2chernobyl.com and join us on facebook.com/tour2chernobyl Show Conversation

tour2chernobyl
Dec 30, 2010, 1:09pm via Web
@timbrice17 Check out tour2chernobyl.com and join us on facebook.com/tour2chernobyl Show Conversation

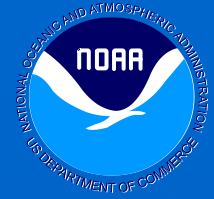
Tim Brice Log Out >

Done

<http://hootsuite.com>



Hootsuite



Advantages:

- No Twitter account needed
- Easy to set up search streams
- Can geo search
- NOAA approved

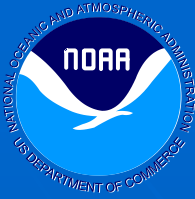
https://apps.weather.gov/social_media/social_media.php

- Multiple search streams
- Can follow a list of users (Twitter account required)
- Can manage multiple accounts (Twitter, Facebook, Foursquare)
- Can schedule posts
- Auto updates

Disadvantages:

- Hootsuite account needed
- Not directly hooked up to the Twitter API
- Geo search not built in (or difficult to get to work)

<http://hootsuite.com>

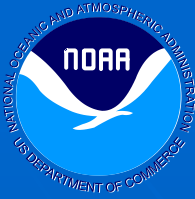


Other Twitter Resources

- NWS Twitter #wxreport monitors:

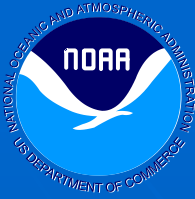
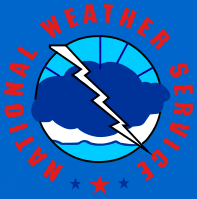
<http://wwwdev.crh.noaa.gov/epz/twitter/> (NWS internal)
<http://mybrowncouch.com/codenoobs/examples/NWSTwitter/>

- Tweet Deck (similar to Hootsuite):
<http://tweetdeck.com>
- Twitter Fall (similar to Hootsuite):
<http://twitterfall.com>
- Twaperkeeper (Tweet archiver):
<http://twapperkeeper.com/>
- Trendrr (Tweet trends):
<http://www.trendrr.com> (Fee based)
- Mashable's big list of Twitter tools:
<http://mashable.com/2008/05/24/14-more-twitter-tools/>



Twitter Search Strategies

- Search for weather terms:
rain, hail, tornado, flood, thunder, wind, snow, etc.
- Search for weather impact terms:
fire, accident, slick, crash, outage, impassable, etc.
- Search for weather related hash tags:
#wxreport, #STwx (ie #txwx), #tornado, #weather, etc
- Search for local geographic features:
county names, city names, mountains, passes, streams, etc.
- You can do searches for tweets in other languages (Spanish)
- Search for local reliable tweeters:
EM's, local media outlets, spotters, trusted tweeters

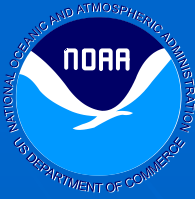


Twitter Search Strategies

- Get to know your Twitter community
- Find out who your power tweeters are
- Attend local tweet-ups (meet-up for Twitter folk)
- Host an NWS tweet-up
- Help develop standardized hash tags (#STwx)



Questions???



Advanced Twitter search:

<http://search.twitter.com/advanced>

Google Realtime search:

<http://google.com/realtime>

AWIPS Twitter Monitor:

<http://bit.ly/iharJY>

LAN Twitter Monitor:

<http://bit.ly/dF3mWR>

GeoTweet:

<http://www.geochirp.com/>

Geo Tweet Monitor:

<http://mybrowncouch.com/codenoobs/examples/monitter>

Twitter Trends Map:

<http://trendsmap.com/>

Hootsuite:

https://apps.weather.gov/social_media/social_media.php

<http://hootsuite.com>

Tim Brice

@timbrice17

tim.brice@noaa.gov

NWS – El Paso TX